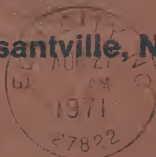
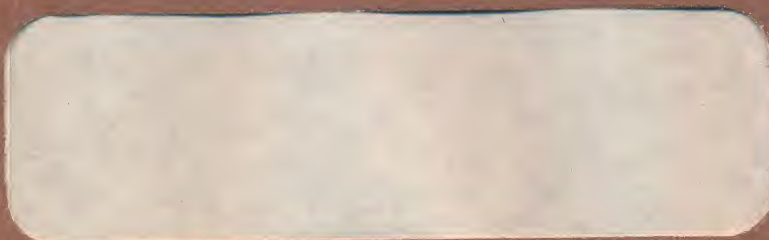


READER'S DIGEST • Pleasantville, N.Y. 10570



**OFFICIAL
SWEEPSTAKES
BOOK
ENCLOSED**



**IMPORTANT: To qualify for \$2,000-A-Month For A Year...
\$100-A-Month For Life...plus "Super Bonus" prize...reply by Sept. 10**

FIRST CLASS
PERMIT 1
Pleasantville
New York

BUSINESS REPLY MAIL

No Postage Stamp Necessary If Mailed in the United States

POSTAGE WILL BE PAID BY

Carolyn Davis

**\$150,000.00 SWEEPSTAKES
READER'S DIGEST
Pleasantville, New York 10570**



\$150,000.00 SWEEPSTAKES

**OFFICIAL
REPLY
ENVELOPE**

**ENCLOSED IS MY
OFFICIAL SWEEPSTAKES BOOK**

☐ **YES** Send my free "Mystery Gift," tell me if I am a prize winner, and enter my subscription to Reader's Digest for 12 months. Bill me later for just \$3.97.

☐ **NO** I do not wish to receive a free "Mystery Gift" or subscribe to Reader's Digest at this time. But enter me in your Sweepstakes and tell me if I am a prize winner.

CHECK ONE BOX ABOVE • MAIL TODAY

OPEN THIS ENVELOPE
... for news of your extra
Super Bonus!

**SUPER
BONUS**

SUPER BONUS!
\$5,000.00 CASH

REPLY NOW (Or September 10 at the latest) **TO BE ELIGIBLE!**

Why this extra incentive to enter the Sweepstakes? Because, while there have been more than 431,000 winners in previous Digest Sweepstakes, many more people who would have been winners were not—because they didn't send back their winning numbers.

You must return your Official Sweepstakes Book to be eligible to win. To urge you to do that right away, we have set up this special *Super Bonus* of \$5,000.00 cash (in addition to the Bonus Award of \$100.00 a month for life). Mail back your Book in the postpaid reply envelope—now.

FINAL DEADLINE *Midnight September 10 for the Super Bonus.*

Return Your Book by Sept. 10 to be eligible for
SUPER BONUS

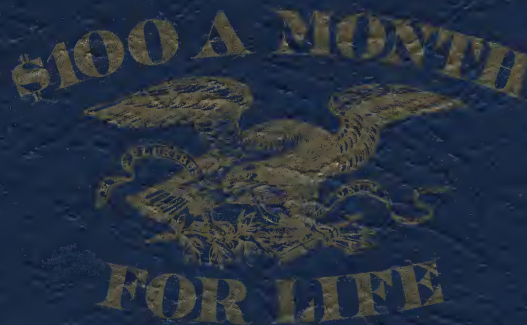
drawing to be held in addition to:

- (1) Judging of numbers selected by computer for 32,310 prizes.
- (2) Drawing of Bonus Award number (from all numbers returned by September 17).
- (3) Selection of all other winning numbers (supplementary; to be held after Sweepstakes closing).

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HOW THE SWEEPSTAKES WORKS. 1. This is a national Sweepstakes in which all prizes will be awarded. 2. Prizes not claimed will be awarded through a special drawing from all eligible entries by the R. H. Donnelley Corporation. 3. Winners must verify that they are not employees of Reader's Digest or R. H. Donnelley or members of their immediate families. 4. Names of major prize winners will appear in a printed list of winners, which will be sent upon request if you enclose a self-addressed, stamped envelope. 5. The number of chances sent to any person selected to participate in this Sweepstakes is at the sole discretion of Reader's Digest. 6. To be eligible for all prizes, including the Super Bonus, mail your entry before midnight, September 10, 1971. 7. To be eligible for the Bonus Five, and all other prizes except the Super Bonus prize, mail your entry before midnight, September 17, 1971. 8. To be eligible for all other prizes, mail your entry before midnight, September 30, 1971. 9. If you are a Bonus Prize winner, you may select \$100-A-Month For Life or \$24,000 in cash — if you prefer — instead of \$2,000-A-Month For A Year.

READER'S DIGEST



REGISTERED IN THE NAME OF:

AUG 1971 AUG 1971
 Theodor H. Nelson
 458 W. 20 St.
 New York, N.Y. 10011

READER'S DIGEST
 OFFICIAL SWEEPSTAKES BOOK

To be eligible to win one of 32,310 prizes, you must return this Official Sweepstakes Book -- or someone else may win your prize. All prizes will be given away. Your name was selected by an IBM computer which evaluated almost every household in the country to determine those who would most enjoy Reader's Digest. But it is important that you return this Book before September 10 to be eligible for all prizes. If you are a winner, you'll receive a special letter telling you so.



Dear Mr. Nelson:

You, and you alone, have been sent the Official Sweepstakes Numbers enclosed which give you six chances to win \$2,000-A-Month For A Year... plus 32,310 other prizes in Reader's Digest \$150,000.00 Summer Sweepstakes. No one else in New York, or in New York, or anywhere else has your Official Numbers. They appear at the back of this book and they are not transferable. They are registered exclusively in your name as follows:

}

AUG

1971

AUG

1971

34/FD

Theodor H. Nelson

458 W. 20 St.

New York, N.Y. 10011

Important: If the above name or

(1)

(over, please)

IF YOU ARE THE GRAND PRIZE WINNER,
\$100-A-MONTH FOR LIFE AT 5% INTEREST, COMPOUNDED QUARTERLY,
WILL GIVE YOU THE FOLLOWING INCOME FOR THE REST OF YOUR LIFE.

DATE	DEPOSIT	INTEREST	BALANCE
10/ 1/71	★★ \$100.00		★★ \$100.00
11/ 1/71	★★ \$100.00		★★ \$200.00
12/ 1/71	★★ \$100.00		★★ \$300.00
12/31/71		★★★★ \$2.49	★★ \$302.49
1/ 1/72	★★ \$100.00		★★ \$402.49
2/ 1/72	★★ \$100.00		★★ \$502.49
3/ 1/72	★★ \$100.00		★★ \$602.49
3/31/72		★★★★ \$6.28	★★ \$608.77
4/ 1/72	★★ \$100.00		★★ \$708.77
5/ 1/72	★★ \$100.00		★★ \$808.77
6/ 1/72	★★ \$100.00		★★ \$908.77
6/30/72		★★★★ \$10.11	★★ \$918.88
7/ 1/72	★★ \$100.00		★★ \$1,018.88

(2)

address is wrong, please correct
it before returning your book.
In addition, please make sure that
your book is returned by September 10
if you wish to be eligible for all
prizes.

As winning numbers have already
been drawn in this Sweepstakes,
you may be the winner of
\$2,000-A-Month For A Year...
right now! If you are, the
Digest guarantees to deposit
\$2,000 a month -- every month
for a year -- in your local
New York bank, or any other
bank you may designate. If you
prefer, you may select \$100-A-Month
For Life. As you can see on the
left, and on the following pages,
\$100-A-Month For Life could add
up to a substantial sum of money
over the years for the entire
Nelson family.

(over, please)

(E)

DATE	DEPOSIT	INTEREST	BALANCE
8/ 1/72	★★ \$100.00		★ \$1,118.88
9/ 1/72	★★ \$100.00		★ \$1,218.88
9/30/72		★★★ \$13.99	★ \$1,232.87
10/ 1/72	★★ \$100.00		★ \$1,332.87
11/ 1/72	★★ \$100.00		★ \$1,432.87
12/ 1/72	★★ \$100.00		★ \$1,532.87
12/31/72		★★★ \$17.90	★ \$1,550.77
1/ 1/73	★★ \$100.00		★ \$1,650.77
2/ 1/73	★★ \$100.00		★ \$1,750.77
3/ 1/73	★★ \$100.00		★ \$1,850.77
3/31/73		★★★ \$21.89	★ \$1,872.66
4/ 1/73	★★ \$100.00		★ \$1,972.66
5/ 1/73	★★ \$100.00		★ \$2,072.66
6/ 1/73	★★ \$100.00		★ \$2,172.66

In addition to the grand prize, you have six chances to win each of the following prizes:

Ten cash prizes of \$2,500.00 or your choice of a new Ford Maverick, Chevrolet Nova, Dodge Dart, AMC Hornet... three hundred 8 Track Stereo Tape Players... 5,000 Kodak 44 Instamatic Color Camera Outfits... plus 27,000 more prizes.

Previous winners in Digest Sweepstakes live in Jamestown, The Bronx, Massapequa and many other cities and towns in New York. In fact, there are 27,145 former Digest winners living in New York today. As every prize in this new Sweepstakes will be awarded to persons who return their books before the deadline... be sure to return your book early and -- who knows? -- the first of

(5)

(over, please)

DATE	DEPOSIT	INTEREST	BALANCE
6/30/73		*** \$25.90	*** \$2,198.56
7/ 1/73	*** \$100.00		*** \$2,298.56
8/ 1/73	*** \$100.00		*** \$2,398.56
9/ 1/73	*** \$100.00		*** \$2,498.56
9/30/73		*** \$29.98	*** \$2,528.54
10/ 1/73 to 12/31/73	*** \$300.00	*** \$34.10	*** \$2,862.64
1/ 1/74 to 3/31/74	*** \$300.00	*** \$38.27	*** \$3,200.91
4/ 1/74 to 6/30/74	*** \$300.00	*** \$42.51	*** \$3,543.42
In three years, you could have saved over \$4,000.00!			*** \$3,890.20
10/ 1/74 to 12/31/74	*** \$300.00	*** \$51.12	*** \$4,241.32
1/ 1/75 to 3/31/75	*** \$300.00	*** \$55.51	*** \$4,5 ¹⁸ 83

twelve checks for \$2,000 -- or a new car may shortly arrive at the Nelson household.

As the owner of a 69 Rambler, you thus have a chance to become a two-car family. Enjoy the wonderful convenience of owning two cars -- or sell your Rambler -- and enjoy a brand new car in its place.

Why is Reader's Digest giving away these cars and so much money? Because we hope it will call your attention to the many ways that you can get more from your money -- simply by reading the Digest.

For example, here are just three recent articles that would have helped you...

"Making Your Money Work For You" - advice from an expert on how to make your money grow and how to protect it against inflation...

(57)

(over, please)

DATE	DEPOSIT	INTEREST	BALANCE
4/ 1/75 to 6/30/75	* \$ 300.00	*** \$ 59.95	*\$4,956.78
7/ 1/75 to 9/30/75	* \$ 300.00	*** \$ 64.45	*\$5,321.23
10/ 1/75 to 12/31/75	* \$ 300.00	*** \$ 69.01	*\$5,690.24
1/ 1/76 to 3/31/76	* \$ 300.00	*** \$ 73.61	*\$6,063.85
4/ 1/76 to 6/30/76	* \$ 300.00	*** \$ 78.29	*\$6,442.14
7/ 1/76 to 9/30/76	* \$ 300.00	*** \$ 83.01	*\$6,825.15
10/ 1/76 to 9/30/77	* \$1,200.00	*** \$380.52	*\$8,405.67
10/ 1/77 to 9/30/78	* \$1,200.00	*** \$461.04	*\$10,066.71
10/ 1/78 to 9/30/79	* \$1,200.00	*** \$545.64	*\$11,857.35

(8)

"The Hidden Meanings of Money In Marriage" - surprising facts on how husbands and wives misuse and even waste money to express their emotional feelings in marriage...

"How To Keep Your Debts Under Control" - proven steps on managing your money that can help you get more out of it -- with fewer problems.

Your chances of winning a prize are equally good, whether you subscribe to Reader's Digest or not. But, if you wish, you can try a one-year subscription to the Digest at this time -- not for the \$7.20 it would cost you at the newsstand -- but for only \$3.97 -- a saving of almost 45% off the newsstand price! You will also get a free "Mystery Gift" if you subscribe at this time.

(over, please)

(9)

DATE	DEPOSIT	INTEREST	BALANCE
10/ 1/79 to 9/30/80	★\$1,200.00	★★★\$634.55	★\$13,646.90
10/ 1/80 to 9/30/81	★\$1,200.00	★★★\$728.01	★\$15,574.91
10/ 1/81 to 9/30/82	★\$1,200.00	★★★\$826.21	★\$17,601.12
10/ 1/82 to 9/30/83	★\$1,200.00	★★★\$929.42	★\$19,730.54
10/ 1/83 to 9/30/84	★\$1,200.00	★ \$1,037.89	★\$21,968.43
10/ 1/84 to 9/30/85	★\$1,200.00	★ \$1,151.87	★\$24,320.30
10/ 1/85 to 9/30/86	★\$1,200.00	★ \$1,271.68	★\$26,791.98
10/ 1/86 to 9/30/87	★\$1,200.00	★ \$1,397.57	★\$29,389.55
10/ 1/87 to 9/30/88	★\$1,200.00	★ \$1,529.89	★\$32,119.44

Naturally, the Mystery Gift is a secret. But I can tell you this much: though it is small in size and costs us only pennies to produce, it is BIG in ingenious ways to make your money go further!

But you get even more with a Digest subscription. Because every month you'll receive over 35 articles that can help you in your daily life... help you get more of what you want out of your life. Each month the Digest brings you useful articles like these recent ones... How To Feel Fit At Any Age... You Can Raise Your Child's IQ... The Pill And The Teenage Girl... Does Emotional Tension Make You Ill?... How Diet Can Prevent Heart Attack... Tragic Lesson Of The Hippie Murder Case... 20 Ways To Save Money At The Supermarket... The

(over, please)

DATE	DEPOSIT	INTEREST	BALANCE
10/ 1/88 to 9/30/89	★\$1,200.00	★\$1,668.94	★\$34,988.38
Imagine, Mr. Nelson, over \$40,000.00 in your account!			★\$38,003.46
9/30/91	★\$1,200.00	★\$1,968.65	★\$41,172.11
10/ 1/91 to 9/30/92	★\$1,200.00	★\$2,130.06	★\$44,502.17
10/ 1/92 to 9/30/93	★\$1,200.00	★\$2,299.68	★\$48,001.85
10/ 1/93 to 9/30/94	★\$1,200.00	★\$2,477.94	★\$51,679.79
10/ 1/94 to 9/30/95	★\$1,200.00	★\$2,665.29	★\$55,545.08
10/ 1/95 to 9/30/96	★\$1,200.00	★\$2,862.17	★\$59,607.25
10/ 1/96 to 9/30/97	★\$1,200.00	★\$3,069.09	★\$63,876.34

(12)

Case For Law And Order... The Key
To Feminine Response In Marriage...
How Much Life Is Left In Your
Lungs?

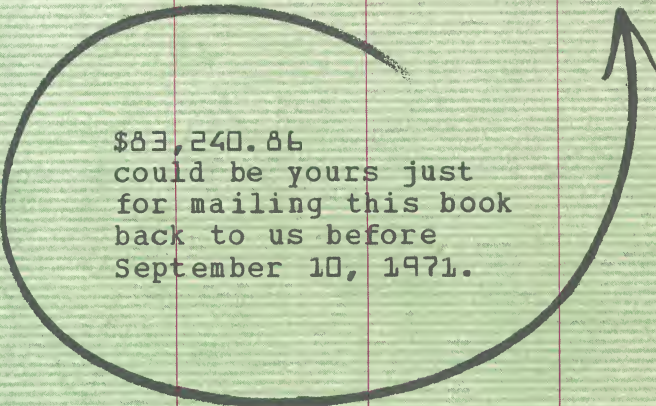
Give the Digest a try and I know
you'll be glad you did. Simply
return this Book in the enclosed
envelope and check the "Yes" box.
I'll tell you if you're a big
prizewinner, send you a free
"Mystery Gift," and enter a 12-
month trial subscription for
only \$3.97 -- and we'll bill
you later. If you do not
wish to try the Digest, simply
check the "No" box. You will
still be eligible to win all
prizes.

However, be sure to return your
Book in the enclosed envelope
by September 10 -- to be eligible
for all prizes.

(over, please)

(13)

DATE	DEPOSIT	INTEREST	BALANCE
10/ 1/97 to 9/30/98	★\$1,200.00	★\$3,286.55	★\$68,362.89
10/ 1/98 to 9/30/99	★\$1,200.00	★\$3,515.07	★\$73,077.96
10/ 1/99 to 9/30/00	★\$1,200.00	★\$3,755.25	★\$78,033.21
10/ 1/00 to 9/30/01	★\$1,200.00	★\$4,007.65	★\$83,240.86



\$83,240.86
 could be yours just
 for mailing this book
 back to us before
 September 10, 1971.

If you've been following the progress of your "account" on the left, you can see that after 30 years it could have grown to over \$80,000.00.

So be sure that you don't miss out on this wonderful opportunity -- and mail back your Official Sweepstakes Book today.

Good Luck,

Carolyn Davis

For The Association

*P.S. LOOK INSIDE THE SEALED
 "SUPER BONUS" ENVELOPE ENCLOSED
 FOR NEWS OF A SPECIAL EXTRA PRIZE!*

IMPORTANT—These six Sweepstakes numbers are registered in your name as indicated below.

MR046161

★★★★★★
★★★★★★

NR 057261

★★★★★★
★★★★★★

OR068361

HERE
ARE
YOUR
SIX
NUMBERS

PR079461

★★★★★★
★★★★★★

QR 090561

★★★★★★
★★★★★★

RR101661

89 *1 36 7433896 1

Theodor H. Nelson
458 W. 20 St.
New York, N.Y. 10011

Note: Check your name and address. If there is any error, correct it and return this Official Sweepstakes Book by September 10.

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OFFICIAL PRIZE LIST

SUPER BONUS PRIZE

See sealed envelope enclosed

BONUS PRIZE

Your choice of \$2,000-A-Month For a Year or
\$100-A-Month For Life

(10) \$2,500 CASH PRIZES

or your choice of a new Ford Maverick,
AMC Hornet, Chevrolet Nova, Dodge Dart

(300) READER'S DIGEST 8 TRACK STEREO TAPE PLAYERS

(5,000) KODAK INSTAMATIC 44 COLOR CAMERA OUTFITS

(27,000) READER'S DIGEST "HOW TO LIVE ON YOUR INCOME"